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Regional news – Page 48

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Diet Coke's global hurdles – Page 3

Advertising Age®

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$1.25 a copy; $50 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *March 14, 1983*

Fourth nets on stage at NATPE

LAS VEGAS—This year's National Assn. of Television Program Executives (NATPE) convention, which begins here March 16, represents a major testing ground for several issues that may shape the syndication marketplace for years to come.

The NATPE meeting is the first organized and orchestrated pow-wow between studios and station groups to hammer out the feasibility and scope of the fourth-network proposals that have sprouted in bunches over the past two months.

In addition, it will be a test of how syndicators and stations will respond to expanded programing hours by the networks, which in turn resulted in a shrinkage of traditional syndication programing slots.

The issue is worsened by the spread of two-hour early local news programing by network affiliates. The combination of network programing expansion and local news going to two hours has eliminated affiliated stations as prime markets for syndicated properties. That situation has had a pronounced impact on prospects for launching new first-run syndicated programing.

At the same time, syndicators and programers are forced to strike deals under the cloud of uncertainty cast by the ensuing debate over repeal of the Federal Communications Commission financial interest and domestic

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Hefty net rate hikes forecast

Buyers gird for fight

By CRAIG REISS

The network tv upfront selling season is still months away, but already the rumblings of advertiser strategies can be heard and the stakes have become clear in what has been described as "the greatest poker game in the history of network-advertiser relations."

In the midst of a recession during last July's upfront market and in the face of declining network audience delivery, the three nets were able to set several records: Most revenue ever generated in upfront sales; record double-digit cost-per-thousand rate increases, and CBS' dropping of demographic guarantees in prime time.

Since then, advertisers, and especially their agencies, have smarted over what were clearly network victories. The troubling question for advertisers now becomes: With the networks emboldened by last year's successes, will double-digit upfront rate hikes become standard operating procedure? The answer, probably, is yes.

"The only way to prevent it is to have the advertisers get together and agree among themselves not to take what the networks are offering," said one media director of a major ad agency. "But that would be collusion and it will never hap-

(Continued on Page 76)

Tv pilots hint strategies

By DIANE MERMIGAS

Peeks at concepts for fall network series indicate NBC will be moving out of its urban environment to set comedies and dramas in southern and rural locales, while ABC and CBS are sticking with tried-and-true program formats, albeit with new twists.

NBC is taking the most adventuresome steps as it moves to balance out its current prime time schedule. ABC and CBS are hoping to fill weak time slots and find series that eventually may replace their aging hit shows.

The No. 3 network has ordered 12 comedy, 14 dramatic and three comedy/variety pilots; ABC 11 dramas and six situation comedies, and CBS six hourlong dramas and 14 half-hour sitcoms. A good number of the pilots will be incorporated into the 1983-84 prime time schedules, to be unveiled in late April and early May.

Thumbnail descriptions of the pilots revealed last week offer some glimmers of program innovations which could become bellwethers of future trends. ABC, for instance, seems hooked on computer sciences and alternative life forms in pilots like "Wishman," starring Joseph Bottoms as a bio-engineer on the run with a

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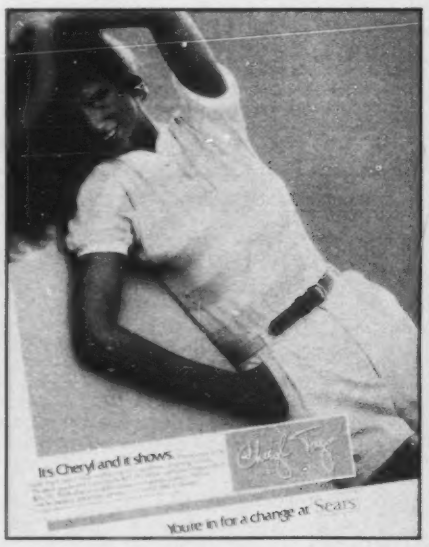

Sears dresses Evonne Goolagong, Arnie Palmer and Cheryl Tiegs in these new color magazine pages, as part of its multimedia campaign breaking this week on network tv via NH&S/USA, Chicago.

last minute news

P&G testing Lava liquid soap in Georgia

CINCINNATI—Procter & Gamble has introduced Lava liquid soap into test market in parts of Georgia. Available in 15-oz. pump dispensers, the product is soap based and contains pumice, as does the Lava bar soap version. Ads claim the product "cleans faster and better than any other leading bar or liquid soap." Leo Burnett USA handles.

Jos. Garneau consolidates account at B&B

LOUISVILLE—Brown-Forman's Jos. Garneau division has consolidated its account at Benton & Bowles, New York, with the assignment of Bolla

(Continued on Page 8)

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
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4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Sears breaks its $35 million coordinated apparel drive

By NANCY MILLMAN

CHICAGO—Sears, Roebuck & Co.'s unified apparel advertising makes its debut on network tv this week, and will introduce a new clothing line for young men under the Boston Athletic Club name.

Robert Levin, senior vp-management representative, and Joel Hochberg, exec vp-director of creative services at agency NH&S/USA here, explained that the apparel campaign is designed as an image-building, brand-building effort, at a time when Sears is moving to upgrade both its clothing lines and store displays.

The No. 1 retailer's goal is to induce the 36 million households that shop at Sears for hard goods to think of the store as a place to buy clothing as well. Its total annual ad budget for apparel is about $35 million.

The campaign continues the "You're in for a change at Sears" theme that was launched with the introduction of the Evonne Goolagong activewear line late last year. Each of the clothing lines—Goolagong, Cheryl Tiegs sportswear and girls' lines, Arnie Palmer menswear, BAC (as the line also is called in advertising) and Winnie the Pooh children's clothes—will have its own advertising, and will be included in corporate apparel spots where Cheryl Tiegs introduces each of the brands.

The Boston Athletic Club line of contemporary young men's shirts and slacks is being called "a new breed of sportswear. . .sportswear with spirit" in a 30-second commercial that has a "Chariots of Fire" feeling. The "You're in for a change" theme music is adapted for each individual line—dramatic for BAC; exuberant for Goolagong; jazzy for Cheryl Tiegs, and

(Continued on Page 79)

"Chairman of the board" Frank Sinatra appears in new tv spots for the Golden Nugget, with its chairman Stephen Wynn. Golden Nugget is boosting ad spending to $5.5 million, from $500,000.

Atlantic City casinos put money on ads

By ROBERT RAISSMAN

For almost five years, Atlantic City's casinos have managed without having to splurge on advertising. But with their Las Vegas counterparts now looking back on a slack year, the people who operate the nine gaming establishments near the resort town's famed boardwalk are pressing harder to keep the eastern gambling crowd's mind off Vegas.

One hotel, the Golden Nugget, has scored a major coup: Luring Frank Sinatra—long associated with Las Vegas and Caesars Palace—to the East Coast not only to perform, but also to pitch the hotel and casino in tv commercials aimed at big spenders.

Much of the advertising by the Atlantic City casinos has been introductory in nature. Now, various establishments are taking direct aim at certain segments of the gambling public. Not only have Atlantic City casino owners benefited from the recession, which has kept East Coast gamblers away from Las Vegas, but they also have found that people who come to a hotel and casino strictly to gamble prefer staying closer to home.

There are 54 million people within a one-day drive of Atlantic City. Many of the gamblers among that number have shunned the city for Las Vegas. Now looking to cut travel costs, these same peo-

(Continued on Page 78)

FCC's syndie-rule gala: 42 set to testify today

By MAURINE CHRISTOPHER

The pace at the Federal Communications Commission's hearing today on the proposal to repeal the network domestic-syndication and financial-interest bans will have to be almost as brisk as oldtime vaudeville at the Palace in New York.

It's a one-day show with a cast of 42 invited to Washington to state their case in five to 10 minutes and to answer questions from the seven commissioners in the breaks between the six acts.

The 42 are a disparate group of players representing consumer activist and church groups, as well as very interested parties on both sides of this raging real-life business drama.

A surprise entry in the cast is Westinghouse Broadcasting & Cable, hitherto a bystander in the latest chapter of a regulatory saga that started in the 1960s largely because of its complaints against network dominance of the airwaves.

Westinghouse's outside counsel, John Lane of Wilkes, Artis, Hedrick & Lane, will be bracketed as a part of the No. 2 early-morning panel. Group W won't disclose its position on this $1 billion-plus issue before the hearing, but the speculation is that it will come down somewhere in the middle.

A Group W source said neutral would not describe their stand "since we will have something to say, and it will not be the old Westinghouse position." The old Westinghouse position, of course, would have been to fight vigorously to retain the barriers.

Network executives—vp-general counsel Everett Erlick for ABC, president Bob Mulholland for NBC and corporate president Tom Wyman for CBS Inc.—will be in that same panel along with opponents from the Motion Picture Assn. and the Committee for Prudent Deregulation, an umbrella group made up of creative people.

Booked for an afternoon panel to support the Big 3's petition for repeal are representatives of their affiliate boards, in this case in a sequence with status-quo proponents from the Assn. of Independent TV Stations and National Assn. of Television Program Executives International. The sponsors' opposition to letting the networks return to domestic syndication and coproduction will be voiced by the

(Continued on Page 79)

New life-style magazine for affluent men

Fairchild plans 'M' for fall

By STUART J. ELLIOTT

New York—Fairchild Publications is planning its third consumer magazine, even before the second makes its debut.

The division of Capital Cities Communications will bring out, probably in October, *M*, a monthly life-style magazine for the man with income and interests more upscale than those reading Conde Nast's *Gentlemen's Quarterly*. It will follow on the heels of the consumer edition of *Sportstyle*, a monthly for active sports participants, due to go on sale nationwide March 24.

"We're not going head to head with *GQ*," said Michael Coady, group senior vp in charge of *M*. "We want to find a new niche, similar to the niche *W* has in the women's field. That's where we're going to position *M*, at the high end of the market." *W*, Fairchild's first consumer magazine, has been a success. Circulation has tripled, to 210,000, since *W* bowed in April, 1972.

Unlike *W*, spun off from a trade paper, *Women's Wear Daily*, *M* will be the successor to a trade fashion magazine with a circulation of 20,000, *Men's Wear*. Mr. Coady hopes "to keep that and expand it," so *M* can start with a circulation of 70,000-plus.

M "certainly will have a strong appeal to the trade," said Mr. Coady, who is also editor of *Women's Wear Daily*. "There's always a trade component in a very good fashion magazine. But it won't be specifically directed to how many shirts sold with this type of cuff last week. *M* [will cover] how to live the most elegant life you can live with taste and style."

■ *M* will retain the *Men's Wear* rate card, which charges $3,740 for a b&w page and $5,750 for a four-color page. To build circulation, said Gene Fahy, who will be publisher, "we'll do what we did with *W*," i.e., send out subscription solicitations to top department stores' active charge-card customers. Newsstand distribution in major markets also is being worked out, he

(Continued on Page 78)

highlights

Monday, March 14, 1983

Ford of Europe may decide soon on whether to give about $45 million of non-British ad business wholly or in part to Ogilvy & Mather, or attempt a fresh start in its relationship with J. Walter Thompson Co. *See Page 4.*

The Dial gets an outside company to try to help stem its losses as its publisher, Peter Bonanni, leaves for a new post at Simmons Market Research Bureau. *See Page 6.*

NBC executives reluctantly have decided to join competing networks in a second-phase expansion of prime time ad inventory. *See Page 10.*

After record ad expenditures in 1982, outdoor advertisers are being urged to keep their methods abreast of the times. *See Page 12.*

Political ad spending broke the $1 billion mark for the first time in 1982. *See Page 14.*

Almay will try to build up its Colorplus line after limited success last year. *See Page 18.*

Ogilvy & Mather once again wins the Stephen E. Kelly Award from the Magazine Publishers Assn., with its work for International Paper Co. in the spotlight. *See Page 20.*

Popcorn franchisees are planning national campaigns to convince the public of popcorn's "taste treat." *See Page 25.*

While the domestic beer market slipped last year, sales of imports were up, with Canada's Moosehead beer leading the category. *See Page 36.*

Christian Broadcasting Network founder Pat Robertson expects a further shakeout of the crowded lineup of cable tv programers. *See Page 41.*

Celanese Fibers Marketing Co. this year will reprise nationally its campaign to improve the image of polyester. *See Page 43.*

Major grocery-product companies that have ventured into the food-away-from-home business still look for long-term growth from restaurants. *See Page 58.*

Brazil's giant TV Globo mourns the death of popular soap opera star Jardel Filho. *See Page 58.*

Japanese truck marketers are getting tougher in the escalating war with domestic truck makers. *See Page 59.*

New York Times Magazine has completed its metamorphosis from "just" a Sunday supplement into a consumer magazine. *See Page 60.*

To keep on top of growth and maintain its modus operandi, Young & Rubicam annually invests $1 million in management training. *See Page 72.*

Generic cigaret brands in Germany have triggered a full-scale price war there. *See Page 74.*

CORPORATE CLOSEUP

After less than 10 years, Long Island-based Cablevision Systems Corp. has emerged as the nation's largest privately held cable tv operator. *See Page 4.*

VIDEOTECH

Early indications from tv network affiliates reveal many of them are prepared to use the threat of broad-based network preemptions and other tactics to stem what they perceive to be continuing network expansion into affiliate programing hours. *See Page 51.*

MAGAZINE

International Herald Tribune is now facing a formidable competitor as Dow Jones tailors different editions of the *Wall Street Journal* for Asian and European markets. *See Page M-4.*

Tv syndication: The sheer number of programing options has fragmented the marketplace and is proving to be both a boon and a hindrance for independent stations. *See Page M-9.*

Two admen conclude that the mind works mostly by ear and not by eye, and, contrary to the age-old Confucius' adage, it may be that a word is worth a thousand pictures. *See Page M-27.*

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Vol. 54, No. 11—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Paley will co-chair 'Int'l HT'

New York—William Paley, who will retire as chairman of CBS Inc. next month, has been named co-chairman of the *International Herald Tribune*. He shares that post with Katharine Graham, chairman of the Washington Post Co., and Arthur Ochs Sulzberger, chairman of the New York Times Co.

Mr. Paley recently became a partner in Whitney Communications, which, in tandem with the Times Co. and the Post Co., is one-third owner of the Paris-based *Herald Tribune*.

Three new directors, including Mr. Paley, were also named to the board of the international newspaper last week. The two other directors are Frank Stanton, former vice-chairman and president of CBS, and David Gorham, senior vp, New York Times Co. The 12-member board is divided equally among the three partners.

(For an in-depth look at the International Herald Tribune, *see Page M-4 in this week's Magazine.)#*

Advertising Age's annual U.S. Agency Income issue comes out Wednesday, March 16, presenting 1982 income and billings for 822 agencies.

Diet drink market as per cent of total soft-drink market

Country	Percentage
United States	20.0%
Canada	13.0%
Australia	12.0%
Norway	11.0%
Argentina	5.5%
Germany	5.3%*
England	5.0%
South Africa	4.0%
Japan	0.1%

*All nonalcoholic diet beverages, including juices.
Source: Ad Age estimates

Trade ads, like the one shown here for French-speaking Canada, announce the arrival of Diet Coke and make the point visually that it is considered a line addition to regular Coke and Tab. Agency: SSC&B: Lintas, Toronto. Chart shows potential market Diet Coke is shooting for in some nations, compared with U.S.

Diet Coke faces hurdles as it spreads worldwide

By CAROLYN HULSE

Coca-Cola Co. will launch a massive international rollout of its new Diet Coke this month, following closely on the heels of the new product's U.S. debut. It promises to be the most ambitious international launch in industry history.

Marc Hamburger, manager of marketing planning and services in Coca-Cola's Atlanta headquarters, said Diet Coke will be introduced worldwide "with equal fervor and with the same No. 1 priority" given it in the U.S.

But Coke's new product will face a host of problems abroad. An ADVERTISING AGE survey of the prospects for Diet Coke's entry in 11 countries shows that, despite the extensive distribution network already in place for Coke, the world's largest-selling soft drink, Diet Coke's appeal will be hamstrung on five fronts: By local laws that ban saccharin, that are pending on aspartame (G.D. Searle & Co.'s new sweetener) or that generally restrict artificial sweeteners; by unacceptability of the word "diet" due to regulated medical usage or negative social connotations; by competition from mineral water marketers, now introducing flavored varieties; by powerful sugar interests, and by the lack of a "figure-maintenance" concept or the view that such a concept is an American aberration.

For the worldwide launch, McCann-Erickson, Diet Coke's agency outside the U.S. (except for Canada), is working on "pattern advertising"—a limited number of adaptable campaigns—in an effort to coordinate the ad pitches.

According to Mr. Hamburger, Diet Coke advertising will stick with its taste approach wherever possible and emphasize "figure maintenance" only in the countries where it has to build acceptability for the diet category.

By August, Diet Coke will be on the shelves in as

(Continued on Page 69)

world news roundup

LONDON—The new British Airways campaign by Saatchi & Saatchi Compton Worldwide will have a unique sendoff in early April, when it appears simultaneously in all countries to which BA flies.

SYDNEY—Milton Bradley Co. has named FCB/Spasm to handle a $1 million pre-Christmas campaign as part of an aggressive attack on Australia's $600 million toy-and-game market.

LONDON—Beatrice Foods' La Choy subsidiary is set for a major push into Europe as a mass-market brand, with the U.K. (a $1 million account) as its bridgehead market and TBWA the likely Europe-wide agency.

BRUSSELS—ITT Europe is about to launch its biggest European corporate campaign ever, spending $2 million per year via KMP Partnership, London, in an attempt to bring its name and full product range before the public, as local monopolies, formerly its main customers, are broken up and competitors like AT&T prepare to enter ITT's markets.

KUALA LUMPUR—Sanyo Industries Malaysia has moved its $1.5 million account from J. Walter Thompson Co. to Young & Rubicam/-Dentsu. The move comes shortly after Toyota moved its $4.5 million account from JWT to Y&R Dentsu.

BRUSSELS—The Belgian government has decided not to allow advertising on state radio and tv. The Flemish regional government, however, is maintaining that matter is the responsibility of regional governments and intends to allow the establishment of a commercial tv network in Flanders.

Industry begins its uphill climb vs. FTC

By RICHARD L. GORDON

WASHINGTON—The advertising industry's chief witness—Assn. of National Advertisers general counsel Gilbert Weil—was challenged last week by a key congressman, who characterized the industry plan for restricting Federal Trade Commission ad regulation as "rolling back 60 years of history."

In the face of that skepticism, the ad industry launched anew its uphill battle to convince Congress to narrow FTC's basic authority to regulate advertising. The industry wants the lawmakers to take away FTC's power to attack "unfair" advertising and to narrow its power to regulate deceptive ads by having Congress, not FTC, define how deception will be determined in law.

With a bigger Democratic majority in the House this Congress, a senior Republican on the House energy and commerce committee said the outlook is not good for the ad industry's proposals. The proposals will be discussed, said Rep. Norman Lent (R., N.Y.), but he dismissed the debate as "intellectual Ping-Pong." He explained, "I don't think they will get serious consideration in this committee. The FTC may be shifting to the right, but this committee is moving to the left."

The industry was not surprised by the cool reception it received before the House subcommittee on commerce, transportation and tourism; a more conservative House had rejected its proposals last year. But ad lobbyists hope to do better in the Republican-controlled Senate, where hearings open before the commerce committee this week. Informed observers anticipate the prospect from

(Continued on Page 80)

FTC to act on car-ad complaints

WASHINGTON—The Federal Trade Commission is moving to assure local Better Business Bureaus that it isn't indifferent to the self-regulators' struggle to control potential abuses in auto dealer advertising (AA, Feb. 7).

The principal fruit of FTC's crash program to supply guidance to the BBBs, auto dealers and consumers is a memo to the bureaus and a new consumer fact sheet, likely to be formally unveiled this week.

For now, the BBBs will be told, FTC will offer dealers an opportunity to voluntarily bring offending ads into compliance with its standards and the requirements of the federal

(Continued on Page 79)

Michigan, Tropic, Atlanta Weekly and Beacon experienced deep declines in ad pages during 1982; *Florida* and *Northeast* were started in the past two years despite industry troubles; the *Washington Post Magazine* is looking for alternatives by publishing an upscale demographic edition, and *Parade's* ad pages dropped 4% last year.

Future cloudy for Sunday supplements

By STUART EMMRICH

When the *Atlanta Constitution and Journal* decided several years ago to scrap the sleepy, garden-club atmosphere of its long-time Sunday magazine and replace it with the flash and substance of its new *Atlanta Weekly*, executives at the paper had high hopes for the publication.

A new editor was brought in from *Texas Monthly*, a stable of talented writers was hired and the editorial budget was allowed to balloon, all in the hopes that these changes would help the Sunday paper stem a worrisome tide of falling circulation.

Three years later, the editor was gone, the writing staff was reduced to one fulltime person and the magazine returned to being a local imitation of *Parade* or *Family Weekly*.

It wasn't for lack of editorial achievements that the experiment failed. The magazine consistently attracted high praise from readers and competitors: A poll of newspaper editors in 1981 ranked *Atlanta Weekly* among the country's top five Sunday magazines (AA, Nov. 23, '81).

But *Constitution* executives soon discovered that all these changes weren't paying off in circulation growth for the newspaper and that the magazine was turning into an expensive drain on company profits. The bottom line won out.

"New York Times Magazine" prepares for growth—Page 60.

In Florida, editors at the *St. Petersburg Times* decided earlier this year to end the publication of its 15-year-old *Floridian*, a Sunday supplement that was losing about $300,000 a year. The once-substantial magazine was estimated to be carrying almost 90% less advertising than a year ago and weekly issues were sometimes no larger than 16 pages. "It had to attract enough advertising to give it the weight that would enable it to be a serious publication. Sixteen pages just wasn't enough," explained Robert Haiman, until recently the paper's executive editor. Mr. Haiman said the *Floridian* never made more than a marginal profit in any of its 15 years.

The *St. Petersburg Times* and the *Atlanta Constitution* are not alone. From Denver to Miami to Seattle, Sunday magazines are having a tough time of it these days. Sunday MAG/NET, an association of 56 newspaper supplements, reported that ad pages for its papers were down 21.1% in 1982. Four other independent Sunday newspaper magazines —in the *Los Angeles Times*, *Newsday*, *New York Times* and *San Francisco Examiner*— had ad page losses ranging from 8% to 26%.

Editors at some Sunday magazines are talking privately about the uncertain future of their publications, and some newspapers that have risked considerable investments to start these magazines in the last few years may be having second thoughts about the decision.

These were supposed to be good times for Sunday magazines. Papers in San Antonio, Tex., Tulsa, Okla., Westchester-Rockland, N.Y., Orlando, Fla., Dayton, O., Norfolk, Va., Hartford, Conn., and suburban Los Angeles have added or redesigned Sunday supplements in the last two years, both to build the papers' circulation and image.

The successes that such papers as the *Boston Globe*, the *New York Times* and the *Washington Post* have had with their Sunday magazines in recent years further whetted the appetite of newspaper executives

(Continued on Page 61)

Diet Coke launch

(Continued from Page 3)
many as 35 countries, going first into affluent countries with developed "diet" markets like Norway, Australia, Argentina, England and South Africa. Rollout was completed last month in Puerto Rico and Canada, the first country to approve the use of aspartame in soft drinks.

At least one competitor suspects the bold Diet Coke rollout may be a mistake. "Caffeine-free is the thing to watch internationally," said Terry Fassburg, director of pr for PepsiCo International, "not the diet market, which is very small." (See related story, Page 70). Diet Pepsi now leads Coca-Cola's Tab in the diet category outside the U.S. Only 20% of the world's diet soft-drink sales occur outside of the U.S. Also, only 2% to 3% of the total soft-drink market outside the U.S. and Canada is accounted for by low-calorie drinks.

The problems facing Diet Coke in its rollout are most evident in the leading markets targeted by Coca-Cola:

Canada

The diet-drink category in Canada has been soaring since low-calorie soft drinks were relaunched with aspartame in 1981, following the saccharin ban of the late 1970s. The market grew to 6.4% of the total soft-drink market in 1981 to 12.4% last year, and is expected to reach 15.2% by the end of this year. Diet Coke, like other U.S. brands, was helped in Canada because of overspill advertising from the eastern U.S., where the product was first launched in the states. The ads helped create early brand awareness.

John Brennan, vp-marketing for Coke Canada, said Diet Coke—whose advertising by SSC&B stresses taste—will "be the No. 1 diet drink in Canada by the end of 1983, outstripping the industry by 2 to 1." Mr. Brennan added that he expects even troubled Tab to end up in the No. 2 spot.

But Arrol Simms, marketing director for PepsiCo Canada, disagreed, noting that "displacing us is going to be harder than they think." Commenting on the launch of Diet Coke in Ontario last October, simultaneous with Pepsi's launch of caffeine-free Pepsi Free, Mr. Simms called it "more show than go," adding that Diet Pepsi (last year's diet leader) has felt "no significant impact so far."

Australia

In Australia, where the diet segment is 12% of the total soft-drink market, Tab has well over 50% of the cola category (some estimates give it as much as 85%), with Diet Pepsi holding a smaller share. Matthew Percival, assistant pr manager for Coca-Cola Australia, said he expects Diet Coke's Australian introduction by mid-year.

The entire soft-drink market has been undergoing a slow but steady decline here, with diet drinks static over the last year, following the recent introduction and success of mineral waters (including new flavored varieties).

Gordon Richards, marketing manager of Glaxo, which has the lion's share of the growing mineral water market, says "the increase in the market has got to be coming out of soft drinks." Frank Swan of Cadbury-Schweppes, which holds 25% of the soft-drink market behind Coke's 40%, disagreed, adding that "mineral waters have brought in new diet drinkers."

Argentina

Two and one-half years after the introduction of Tab, the first diet product to come into the market, category sales account for 5.5% of the over-all soft-drink market. Tab was a success, and was soon followed by Coca-Cola's Low-Cal Sprite in May, 1981, and Seven-Up Co.'s Diet 7UP last September.

But Seven-Up president Ruben Royes is not optimistic about the potential for growth in the segment here, since "market studies show that even the most emancipated diet-drink consumer will seldom ask for such a drink at restaurants or pubs," and that diet drinks will continue to appeal mostly to women.

South Africa

Industry sources in South Africa (where the diet segment holds 4%
(Continued on Page 70)

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IMMEDIATE OPENINGS
based on good job records . . .

for experienced, degreed people in all ad and PR agency jobs, corporate marketing (PM, APM), ad/SP management, market research and public relations.

ACCOUNT SUPERVISOR/RETAIL
Non-food, 4-A growth agency $40-50M
MARKETING MANAGER, INDL $48-50M
ADVERTISING/SP MANAGER $38-45M
PUBLIC RELATIONS
MANAGER $25-30M
Corporate, suburban location.
ACCOUNT SUPERVISOR, AE
4-A agencies; Fast Food $28-42M
COPYWRITER/FAST FOOD
4-A, agency, Midwest $25-28M
MARKET RESEARCH MANAGER
4-A, Medical exper. a plus $32-42M
SALES PROMOTION AE
Natl. SP firm/major metro $25-33M

Send resume or call salary to:
Dick Wilkinson

CADILLAC ASSOCIATES, INC.
32 W. Randolph St.
Chicago, IL 60601
(312) 346-9400

ACCOUNT EXECUTIVE

Cincinnati's largest and fastest growing agency needs a very special person. Highly motivated, marketing oriented, creatively sensitive individual with demonstrated ability to work effectively internally and with clients.

Contact
T. F. Seifert
Fahlgren & Ferriss
An Agency of Specialists
120 East Fourth Street
Cincinnati, Ohio 45202

Retail Sales Manager for leading Newspaper Sales Firm HQ in NY. Newspaper A/D or chain store A/D might be perfect. Must understand newspapers: their problems/opportunities/thinking. Ditto chain stores. Will head nationwide staff calling on chain retailers at all levels. Must be good communicator with sales/organizational/motivational skills.

Send Resume of Education and Business Experience to:
Box 6170, ADVERTISING AGE
220 E. 42nd ST., NY, NY 10017

Copywriter
CHICAGO AREA

Prestigious upscale catalog company seeks a dynamic and experienced copywriter. Individual will write copy for catalogs, help develop creative strategies and interact with designers and photographers.

Qualified candidates should have a fascination with consumer products, be thorough in their investigation of how products work, have a proven record of success and the dedication necessary to undertake a significant challenge and succeed.

Position offers excellent potential for growth and competitive salary and employee benefits. Please send resume, samples and salary history to:

Box 6176, ADVERTISING AGE
740 Rush St., Chicago, Ill. 60611
An Equal Opportunity Employer M/F

DIRECTOR OF MERCHANDISING

A nationwide retail organization, a division of a Fortune 500 company, is seeking an individual with corporate retail marketing and purchasing experience and creative ability in developing retail promotional programs with a strong profit organization.

Responsibilities include development of a marketing plan for retail operations and working closely with field locations in the execution process.

We offer an excellent compensation and benefits package to the successful candidate. Send resume with salary history to:

Vice President
Human Resources
P.O. Box 110749
Nashville, TN 37211-0749

Equal Opportunity Employer

MARKETING SERVICES MANAGER TO DEVELOP BMW ADVERTISING PROGRAMS

This is a broader than usual marketing role. Here's why. You will work with our advertising agency to develop and implement programs for our tourist delivery advertising, marine products, parts and lifestyle products and service advertising. Coordinate activities with agency, in-house people and dealers to develop effective dealer advertising group programs. Supervise the logistics of auto and marine show exhibits. And administer the budget affecting all of these areas.

Reporting to the Corporate Advertising Manager at our suburban New Jersey Corporate Headquarters, this high visibility role will involve approximately 30% travel. To qualify, your college degree should be complemented by 3 to 4 years experience in advertising agency account management and/or automotive wholesale (preferably import) advertising. Working knowledge of print/broadcast media and production is desirable.

Join us and you'll be a key member of a young, aggressively expanding organization. Not only are we setting new records of BMW sales—up 25.5% over fiscal 1981—we're continuing to exceed our own growth projections. For a briefing on the very competitive compensation and benefits we offer...and to learn what our performance will do for your performance...send resume with salary history (no telephone inquiries please) to Employment Manager, BMW of North America, Inc., Montvale, NJ 07645. An equal opportunity employer, m/f.

BMW OF NORTH AMERICA, INC.

ADVERTISING-SALES PROMOTION SUPERVISOR

International manufacturing company seeks person with strong skills who will report to the Director of Marketing Communications. Applicant should possess thorough knowledge of key requirements in campaign presentation and related functions. Person will work directly with ad agency in determining copy, art and schedules. 3-5 years of agency experience as a junior account executive with proven track record or similar corporate experience required.

Submit resume including salary history and requirements in confidence to:

Box 6175, ADVERTISING AGE
220 E. 42nd ST., NY, NY 10017